

## **CLAIMS**

1. A method of enabling a real entity to access a service on a communication network using a virtual entity, the method comprising the steps of:

establishing a user account including at least:

first data corresponding to the identity of the real entity; and

second data corresponding to the virtual entity and not identifying said real entity;

storing said first and second data in a first database;

linking between said first and second data in said first database;

storing said second data at a second database;

associating said second database with a communication network site;

connecting said communication network site to said communication network;

receiving said second data from an unidentified user on the communication network site;

identifying said unidentified user as said virtual user based on receiving said second data; and

allowing said virtual entity to access said service.

2. A method according to claim 1, comprising the step of preventing access from said communication network site to said first database.

3. A method according to claim 1, comprising the steps of:  
receiving from said virtual user information corresponding to an attribute of said virtual entity; and

adding said information to said second database.

4. A method according to claim 1, comprising the steps of:  
receiving funds of substantially non-traceable source from said real entity;  
allocating at least a portion of said funds to a virtual transaction account;

and

assigning said virtual transaction account to said virtual entity.

5. A method according to claim 1, comprising the steps of:  
receiving credible billing information from said real entity;  
establishing a virtual transaction account; and  
assigning said virtual transaction account to said virtual entity.

6. A virtual entity residing on a communication network site and adapted to interact on a communication network on behalf of a real entity, the virtual entity comprising:

a memory having stored therein information defining the virtual entity, which information includes a unique user name, a password and information corresponding to a visual representation of the virtual entity; and

a virtual user interface adapted to communicate with said communication network from said communication network site,

wherein said virtual entity is not linkable, on said communication network, to the identity of said real entity.

7. A virtual entity according to claim 6 further comprising:

a virtual transaction account which enables the virtual entity to transact on said communication network.